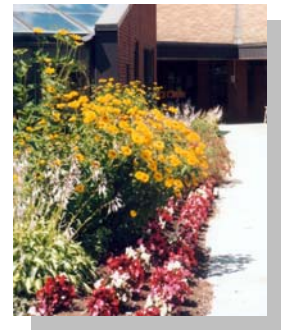




**MEDIA ADVISORY
For Immediate Release
May 3, 2007**



**City of Pembroke Kicks Off National Communities in Bloom Program
With Spring Launch & Plant Sale at the Pembroke Farmers' Market**



Date: Saturday, May 12, 2007
Time: 9:00 am to 12:00 noon
Place: Pembroke Farmers' Market on Lake Street, downtown Pembroke

Details: Come and join the Communities in Bloom Committee as they launch this year's national competition! Hardy plants from Fellowes High School, fresh cut flowers for Mothers' Day and the cherished Ottawa Valley Waste Recovery Centre compost (limit 2 blue boxes full per household) will all be available for sale, as well as hotdogs and snacks.
All proceeds going to the Pembroke Communities in Bloom program.



Background: Communities in Bloom is a Canadian beautification program that provides information, education, and awards Bloom Ratings for achievement in the areas of floral displays, landscapes, turf, urban forestry, community involvement, heritage, conservation, environmental awareness and tidiness. This volunteer-based non-profit organization fosters civic pride, environmental responsibility and beautification through community participation and the challenge of national competition.
This is Pembroke's 8th year in the program, having won 5 blooms at the national level for the past four years, and winning the provincial competition in 2001.

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For more information please contact:

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*Special Thanks to:
Sunset Nursery
Johnston & Mackie
Weedman
Horticultural Society
City of Pembroke*